

Sequence #	Email #1	Email #2	Email #3
Theme	Find Business Owner	Find Business Owner #2	Video
Delivery Day	1	3	6
Delivery Time	Automatic	10:00am	10:30am
Email Word Count	52	72	65
Subject Line Character Count	17	21	21

1. Captivating Subject Line	Email #1	Email #2	Email #3
2. Personalized Body	<p>{{company}}'s IVR</p> <p>Hi {{first_name}},</p> <p>We've been studying {{company}}'s IVR and the use of conversational design with others in your industry.</p> <p>We'd like to share our findings with the person responsible for the IVR applications or contact center technology.</p>	<p>Re: {{company}}'s IVR</p> <p>Hi {{first_name}},</p> <p>Hadn't heard back, are you adding new capability to {{company}}'s IVR in the future?</p> <p>We work with organizations like yours to help customer care, IT, and contact center leaders get more out of their IVR by focusing on intelligent voice automation.</p>	<p>Re: {{company}}'s IVR</p> <p>Still hadn't heard back {{first_name}}, so I thought I'd offer you a different approach.</p> <p>Here's a video example of a modern, conversational IVR system.</p> <p>I'm sure you've got great IVR technology in place. Just wondering if you're looking to build on that success through new design.</p>
3. Actionable CTA	<p>Are you the right person, or is there someone you'd recommend we speak with to discuss this topic?</p>	<p>Quick question: are you responsible for IVR innovation at {{company}}? If not, can you point me to a more appropriate person in your organization for this discussion?</p> <p>Appreciate your help, {{first_name}}.</p>	<p>Would you like to quickly explore, via email, if a larger conversation makes sense?</p> <p>Please let me know what you decide, {{first_name}}.</p>



Did you know: Use of company name in Subject & first paragraph is trending NEGATIVE?
Reason: Customers no longer appreciate “fake” personalization (mail merged!)

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Did you know: Use of salutations is trending negative?
Reason: Customers associate lack of salutation w/ emails written by people
(not marketing mail-merge machines)

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Did you know: Suggesting you have done homework on the prospect triggers response?
Mental trigger: “what do they know ... that might benefit or hurt me?”

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Did you know: Suggesting a referral most often does NOT work.
Reason: Customers get requests all day long for guidance; also, this screams “I have not done the most basic of homework on you” to the decision-maker.

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Did you know: Questions most often (in general) do NOT work.
Reason: Customers make themselves vulnerable when responding because the question is biased to a selling opportunity. Instead, **un-biased questions** earn greater response.

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Want to see how this sequence was improved to earn outcomes desired?
 Get in touch: jeff@communications-edge.com